

# CONTRACT

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Mentzer Media**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**

<u>Contract / Revision</u> 566143 /		<u>Alt Order #</u> 07894328
<u>Product</u> AMER 4 PROSPERITY		
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Estimate #</u> //305
<u>Advertiser</u> Americans For Prosperity		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/28/12	09/02/12	Newschannel 3 News	6-7am		:30			NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$365.00			
2	3	08/28/12	09/02/12	CBS This Morning	7-9a		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-1-1---				2	\$280.00			
3	3	08/28/12	09/02/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$280.00			
4	3	08/28/12	09/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$505.00			
5	3	08/28/12	09/02/12	Late News (M-F)	11-1135p		:30			NM	4	\$3,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$760.00			
6	3	08/28/12	08/28/12	Tuesday Prime	9-10pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$1,785.00			
E 7	3	08/29/12	08/29/12	Wednesday Prime	9-10pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,925.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/27/12-09/02/12	Wednesday Prime	9-10pm	---W-----	:30		<del>\$1,925.00</del>	NM		
	Credited											
E 8	3	08/29/12	08/29/12	Wednesday Prime	10-11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/27/12-09/02/12	Wednesday Prime	10-11pm	---W-----	:30		<del>\$1,375.00</del>	NM		
	Credited											
9	3	08/30/12	08/30/12	Thursday Prime	10-11pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,785.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
566143 /	07894328

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	AMER 4 PROSPERITY	//305

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans For Prosperity	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
10	3	08/31/12	08/31/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/27/12	09/02/12	----F--				1	\$1,375.00			
11	3	09/01/12	09/01/12	Saturday Prime	9-10pm		:30			NM	1	\$555.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/27/12	09/02/12	-----S-				1	\$555.00			
12	3	09/01/12	09/01/12	Saturday Prime	10-11pm		:30			NM	1	\$830.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/27/12	09/02/12	-----S-				1	\$830.00			
13	3	09/02/12	09/02/12	Face the Nation	1030-11am		:30			NM	1	\$555.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/27/12	09/02/12	-----S				1	\$555.00			
14	3	09/02/12	09/02/12	Sunday Prime	7-8pm		:30			NM	1	\$1,785.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/27/12	09/02/12	-----S				1	\$1,785.00			
D 15	3	09/02/12	09/02/12	Sunday Prime	9-10pm		:30			NM	0	\$0.00
16	3	09/02/12	09/02/12	Sunday Prime	10-11pm		:30			NM	1	\$1,375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/27/12	09/02/12	-----S				1	\$1,375.00			
17	3	09/03/12	09/03/12	CBS This Morning	7-9a		:30			NM	1	\$280.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/03/12	09/09/12	M-----				1	\$280.00			
E 18	3	09/03/12	09/03/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/03/12	09/09/12	M-----				1	\$280.00			
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
1 3 09/03/12-09/09/12 NewsCha 3 News First @ 4p 358-5pm M----- :30 \$280.00 NM												
Credited												
19	3	09/03/12	09/03/12	Newschannel 3 News	6-630pm		:30			NM	1	\$505.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/03/12	09/09/12	M-----				1	\$505.00			
20	3	09/03/12	09/03/12	Late News (M-F)	11-1135p		:30			NM	1	\$760.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/03/12	09/09/12	M-----				1	\$760.00			
21	3	09/01/12	09/02/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,030.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/27/12	09/02/12	-----SS				2	\$515.00			
22	3	08/28/12	08/31/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,740.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/27/12	09/02/12	-TWTF--				4	\$435.00			
E 23	3	09/03/12	09/03/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/03/12	09/09/12	M-----				1	\$435.00			
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
1 3 09/03/12-09/09/12 Newschannel 3 News 530-6pm M----- :30 \$435.00 NM												
Credited												
24	3	09/03/12	09/03/12	Newschannel 3 News	6-7am		:30			NM	1	\$365.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/03/12	09/09/12	M-----				1	\$365.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 25	3	08/29/12	08/29/12	Redskins Preseason	4p-1xm		:30			NM	1	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,260.00			
N 26	3	08/28/12	08/28/12	NCIS	8-9pm		:30			NM	1	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$2,060.00			
N 27	3	08/28/12	08/31/12	CBS This Morning	7-9a		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				1	\$280.00			
N 28	3	08/28/12	08/31/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				1	\$415.00			
Totals											40	\$26,940.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/03/12	40	\$26,940.00	\$22,899.00
Totals	40	\$26,940.00	\$22,899.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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